

REPORT NO. 43

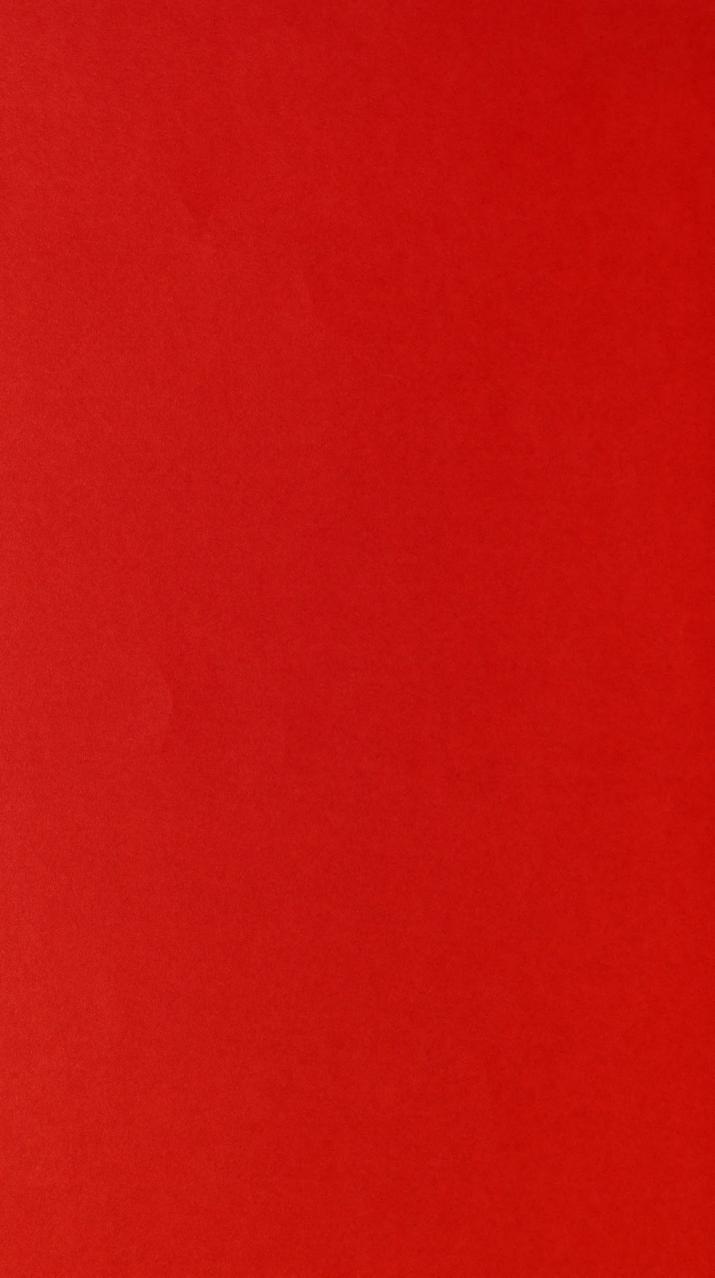
ONTARIO

TOURIST ESTABLISHMENT OCCUPANCY

JANUARY AND JULY, 1969

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REPORT NO. 43

## ONTARIO

## TOURIST ESTABLISHMENT OCCUPANCY

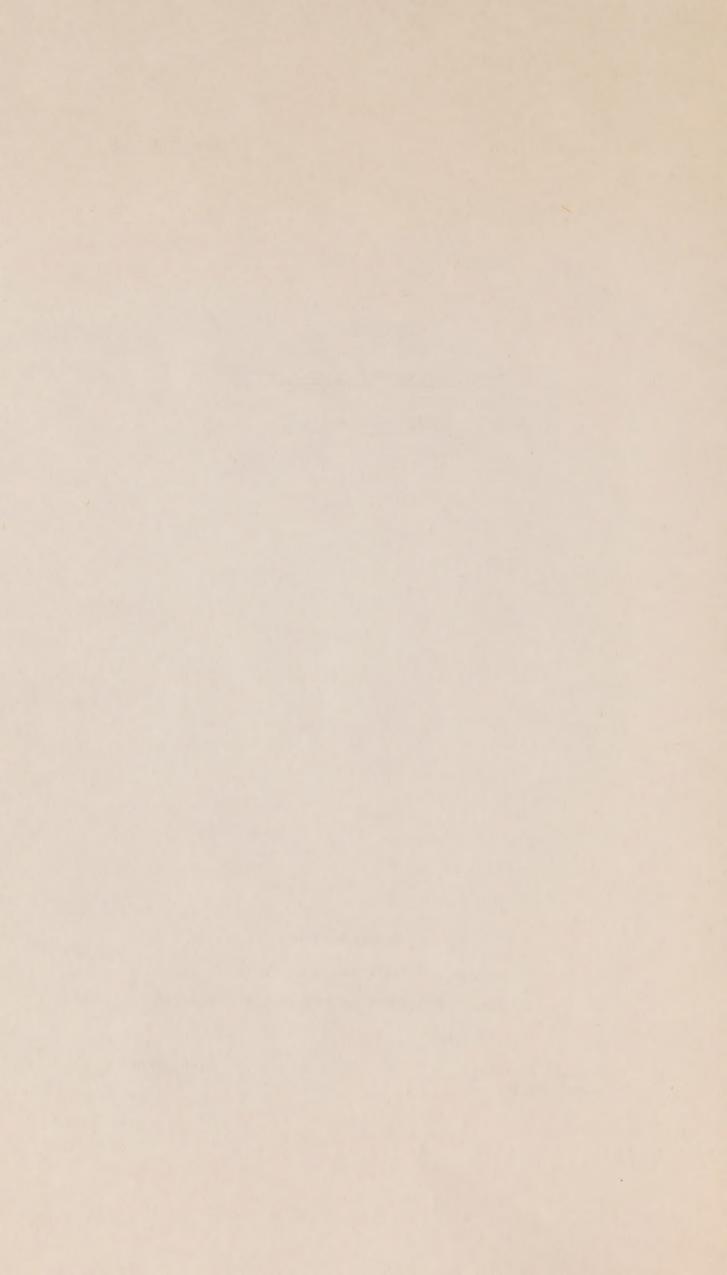
JANUARY AND JULY, 1969

Travel Research Branch

Director, Peter Klopchic, Ph.D.

THE ONTARIO DEPARTMENT OF TOURISM AND INFORMATION

Parliament Buildings Toronto, Ontario March, 1970



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a) 3 b) 2	ing to Number of Rental Units Available  O or More Rental Units  9 or Less Rental Units  Cent - Districts I - 10	
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District 2:	Comprised of Vacation Areas: No. (19) Grey-Bruce	18-19
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District 4:	Comprised of Vacation Areas: No. (6) Metropolitan (9) Great Pine Ridge	22-23
District 5:	Comprised of Vacation Areas: No. (7) Huronia-Lake Simcoe (18) Muskoka	24-25
District 6:	Comprised of Vacation Areas: No. (8) Kawartha Lakes (17) Highlands of Haliburton	26-27
District 7:	Comprised of Vacation Areas: No. (10) Bay of Quinte (11) Hastings (12) Rideau Lakes - 1000 Islands (13) Seaway Valley	28-29
District 8:	Comprised of Vacation Areas: No. (14) Lower Ottawa Valley	30-31
District 9:	Comprised of Vacation Areas: No. (20) Parry Sound	32-33
District 10:	Comprised of Vacation Areas: No. (29) Upper Lake Superior (30) Rainy River (31) Lake of the Woods (32) Patricia	34-35
I Committee		

Average Total Occupancy of Tourist Establishments By Type of Establishment

APPENDIX 1

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Sampling Card



#### SAMPLING METHOD

Our purpose was to calculate the occupancy of all types of tourist establishments in Ontario during the months of January and July, 1969.

Approximately 10 per cent of all establishment types in each vacation area (excluding campsites), licensed by the Ontario Department of Tourism and Information and the Liquor Licence Board of Ontario, were randomly selected according to "probability proportional to size".

Sampling cards were prepared by the Travel Research Branch for each of the selected establishments, one covering the month of January and another covering the month of July. (See Appendix I.) The field staff of the Tourist Development Branch transmitted the sampling cards to selected tourist establishments in each vacation area. At designated intervals, establishment operators completed the cards and mailed them directly to the Travel Research Branch where they were tabulated and analysed.

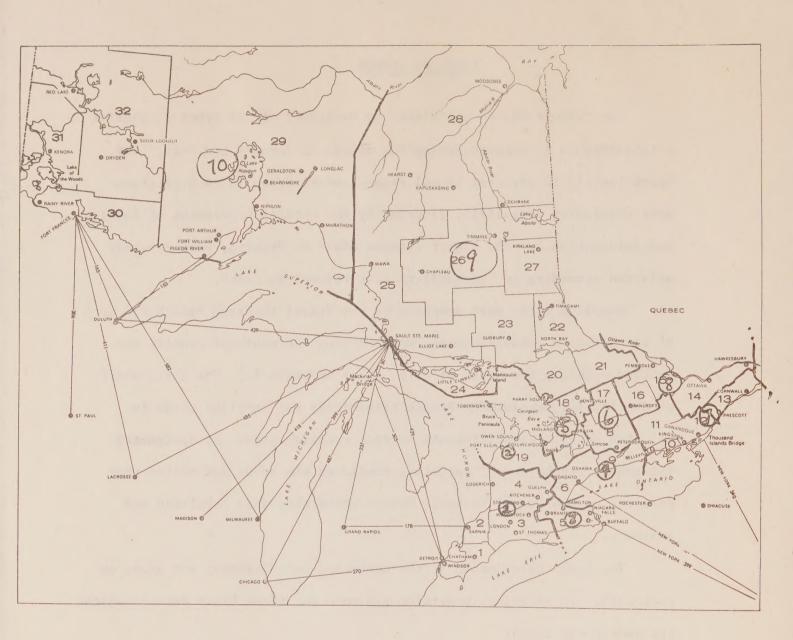
The basic description of the contacted establishment was given on each card. In addition, provision was made for three basic data on which the sample was based:

- a) total number of rental units available
- b) number of rental units occupied
- c) selected weeks (in rotation)

Additional information concerning the method of sampling may be obtained from the Travel Research Branch, the Ontario Department of Tourism and Information, 185 Bloor Street East, Toronto 285, Ontario.

#### AND

## SAMPLING DISTRICTS



#### SAMPLING DISTRICTS

#### DISTRICT I:

- (1) Essex-Kent
- (2) Lambton-Sarnia
- (3) Central Erie (4) Mid-Western

#### DISTRICT 2:

(19) Grey-Bruce

#### DISTRICT 3:

(5) Niagara-Iroquoia

### DISTRICT 4:

- (6) Metropolitan(9) Great Pine Ridge

#### DISTRICT 5:

- (7) Huronia-Lake Simcoe
- (18) Muskoka

### DISTRICT 6:

- (8) Kawartha Lakes(17) Highlands of Haliburton

#### DISTRICT 7:

- (10) Bay of Quinte
- (11) Hastings (12) Rideau Lakes-1000 Islands (13) Seaway Valley

## DISTRICT 8:

- (14) Lower Ottawa Valley
- (15) Upper Ottawa Valley (16) Madawaska Valley

#### DISTRICT 9:

- (20) Parry Sound (25) Algoma
- (21) Algonquin Pk.(26) Golden Rou
- (22) Nipissing (23) Sudbury
- -101
- (24) Manitoulin
- (27) Timiskamin (28) James Bay

## Frontier

## DISTRICT 10:

- (29) Upper Lake Superior
- (30) Rainy River
- (31) Lake of the Woods
- (32) Patricia

#### ONTARIO TOURIST ESTABLISHMENT OCCUPANCY, 1969

To determine if the number of available rental units had any influential effect on the occupancy index, the detailed breakdown of establishments by category:

- a) 30 or more rental units
- b) 29 or less rental units

was repeated in 1969. Again, results indicated that the average occupancy index for each type of establishment for all Ontario tourist establishments was higher when 30 or more rental units were available.

The sample provided for the tabulation of a wide range of rental units and types of establishments, with the exception of campsites.

Due to their poor representation in preceding years, campsites were eliminated from the report. Failure to respond, or the remittance of incomplete information was responsible for the final processing of less than 10 per cent of the sample and, in some instances, created a less than valid index.

It is expected that an occupancy survey of tourist establishments in Ontario will be undertaken yearly during the months of January and July, and that a new sample will be selected each year.

The following tables include all occupancy indices, expressed in per cent, for each type of establishment by District\* and totals for the province, with comparable figures for 1967 and 1968, where available.

Tables I and II show the occupancy of all types of tourist establishments in Ontario by District\* for the months of January and July, 1969.

Average total occupancy for the month of January, 1969 was 49 per cent as compared to 46 per cent obtained in 1968 and 1967. For July, the average total occupancy was 67 per cent in 1969, 70 per cent in 1968 and 68 per cent in 1967. Examination by establishment type revealed that during July (with the exception of hotels and cabins) occupancy was lower in 1969 than in 1968, a reversal of the comparison of results in 1968, indicating perhaps those visitors whose preferential interests lay in touring the province rather than long-term visitors who would patronize lodges and cottages.

<sup>\*</sup>Refer to Index for composition of Districts.

Tables III and IV, in which all establishments were divided into groups showing

- a) those with 30 or more rental units
- b) those with 29 or less rental units

revealed a higher occupancy in group (a) during 1969 and 1968 - an important factor which could influence policy with regard to tourist establishment development in the future. Indices for these groups by type of establishments are shown for the month of January, in Table III and for July, in Table IV.

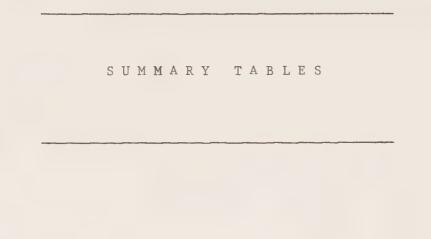
Tables V to XXIV refer to the 10 Districts into which the 32 vacation areas were grouped to indicate more clearly the variation of establishment occupancies for statistical purposes.

Two tables were prepared for each of the 10 Districts. The first shows occupancy by establishment type during January 1968 and 1969 and compares the average occupancy of those establishments having more than 30 rental units and those having less than 29 units available during January 1968 and 1969.

The second table shows similar data for July and includes the average total occupancy by establishment type for July 1967.

Although the average total occupancy by establishment type was higher for larger establishments, a closer study of the individual Districts showed some preference for smaller establishments.

Therefore, in order to reach a more authoritative conclusion, it would seem advisable to continue focusing attention on the two groups during 1970.



# AND TYPE OF ESTABLISHMENT IN PER CENT - January, 1969

VACATION AREAS	% Response	Total	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Oth
(1) Essex-Kent (2) Lambton-Sarnia (3) Central Erie (4) Mid-Western	84 78 52 84								
verage Group Occupancy District (1)		53	60	40	38	n <b>/a</b> .	n/a	n/a	n/
(19) Grey-Bruce Verage Group Occupancy District (2)	70	46	22	58	55	Щ	n/a	n/a	n,
(5) Niagara-Iroquoia Verage Group Occupancy District (3)	93	31	32	84	29	n/a	n/a	n/a	C
(6) Metropolitan (9) Great Pine Ridge Verage Group Occupancy District (4)	94 100	68	70	80	50	n/a	n/a	n/a	8
(7) Huronia-Lake Simc (18) Muskoka	oe 87 100					ŕ	ŕ	•	
verage Group Occupancy District (5)		48	52	49	48	21	n/a	n/a	5
(8) Kawartha Lakes (17) Highlands of Haliburton	100 100								
rerage Group Occupancy District (6)		39	50	40	35	8	n/a	n/a	n,
(10) Bay of Quinte (11) Hastings (12) Rideau Lakes - 1000 Islands (13) Seaway Valley	89 100 73 75								
verage Group Occupancy District (7)	//	34	314	35	33	n/a	··n/a	n/a	n/
(14) Lower Ottawa Vall (15) Upper Ottawa Vall (16) Madawaska Valley	∍y 57								
Perage Group Occupancy District (8)		49	46	59	50	n/a	n/a	n/a	n
(20) Parry Sound Almaguin Highlands Georgian Bay (21) Algonquin Park (22) Nipissing (23) Sudbury (24) Manitoulin (25) Algoma (26) Golden Route -101 (27) Timiskaming (28) James Bay Frontier	100 n/a 100 100 100 64 100								
verage Group Occupancy District (9)		47	49	57	43	14	n/a	n/a	0
(29) Upper Lake Superio (30) Rainy River (31) Lake of the Woods (32) Patricia Verage Group Occupancy	60								
District (10)		36	44	76	22	6	n/a	n/a	n/
AVERAGE TOTAL OCCUPANCY 196 AVERAGE TOTAL OCCUPANCY 196 AVERAGE TOTAL OCCUPANCY 196	8	49 46 46	54 49 52	59 59	38 39 41	14 17 8	n/a n/a 46	n/a 71 n/a	25 51 21
					1969		1968	196	<u>67</u>
Correct r	esponses.		umple nd tabulated of selected sa	ample	507 397 78%		499 388 78 <b>%</b>	2 <sup>1</sup> 15	33

# AND TYPE OF ESTABLISHMENT IN PER CENT - July, 1969

VACATION AREAS	% Response	Total	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Othe
(1) Essex-Kent (2) Lambton-Sarnia (3) Central Erie (4) Mid-Western	68 81 68 95								
Average Group Occupancy District (1)		69	64	1414	72	52	90	51	61
(19) Grey-Bruce werage Group Occupancy District (2)	96	7 <sup>1</sup> 4	52	48	87	69	78	86	n/s
(5) Niagara-Iroquoia Verage Group Occupancy District (3)	84	50	E/	f-	50	her	2/		
		<b>5</b> 9	56	n/a	59	75	96	69	73
(6) Metropolitan (9) Creat Pine Ridge verage Group Occupancy District (4)	66 38	68	65	80	84	53	9lt	59	29
(7) Huronia-Lake Simoo (18) Muskoka	oe 88 98		·				,		-,
verage Group Occupancy District (5)	,~	65	58	58	76	61	7 <sup>1</sup> 4	57	37
(8) Kawartha Lakes (17) Highlands of Haliburton	90 100								
verage Group Occupancy District (6)		70	61	55	64	54	84	35	n/a
(10) Bay of Quinte (11) Hastings (12) Rideau Lakes - 1000 Islands (13) Seaway Valley Verage Group Occupancy	77 73 67 62								
District (7)	<b>.</b>	74	68	51	79	68	88	1111	97
(14) Lower Ottawa Valle (15) Upper Ottawa Valle (16) Madawaska Valley Verage Group Occupancy	y 96								
District (8)  (20) Parry Sound Almaguin Highlands		69	65	81	72	65	76	67	56
Georgian Bay  (21) Algonquin Park  (22) Nipissing  (23) Sudbury  (24) Manitoulin  (25) Algoma  (26) Golden Route=101  (27) Timiskaming  (28) James Bay Frontier	47 100 56 62 50 55 63 38								
verage Group Occupancy District (9)		71	67	n/a	72	52	82	73	n/a
(29) Upper Lake Superio (30) Rainy River (31) Lake of the Woods (32) Patricia	63 62 57 84								
verage Group Occupancy District (10)		61	7 <sup>1</sup> 4	31	86	42	46	72	56
AVERAGE TOTAL OCCUPANCY 1	9 <b>6</b> 9 968 96 <b>7</b>	67 70 68	64 <b>62</b> 68	58 47 54	71 73 75	58 70 56	77 84 74	62 60 52	62 68 <b>5</b> 6
St						1969	1968	1	.967
	Correct	responses	lected in sample received and ta in per cent of	bulated	n) e	881 672 76%	902 669 74%		943 685 73%

AVERAGE TOTAL OCCUPANCY OF ALL ONTARIO TOURIST ESTABLISHMENTS
BY TYPE OF ESTABLISHMENT FOR JANUARY 1967, 1968, 1969 - IN PER CENT

TABLE III

46% 52 -9 49% 59 59 59 49% 59 59 59 49% 54 59 59 59 59 59 59 59 59 59 59 59 59 59			Establishments	(LLB)	(Not LLB)	Motel	Lodge	Cottage	Cabin	Other
### 46% 49 59 39 17 n/a 71   ### 49% 54 59 39 17 n/a 71   #### 49% 54 59 39 17 n/a n/a 71   ##################################		%94		52	1	41	000	746	n/a	24
AVERACE TOTAL OCCUPANCY OF ALL ONTARIO TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AGGREDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT, JANUARY 1968, 1969    Hotel		794		67	59	39	17	n/a	71	54
AVERAGE TOTAL OCCUPANCY OF ALL ONTARIO TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT, JANUARY 1968, 1969		%67		54	59	38	14	n/a	n/a	25
Year (LLB) (Not LLB) Motel Lodge Cottage Cabin O   1968   53%			AVERAGE ACCOR.	TOTAL OCCUPANCY OF DING TO NUMBER OF Hotel		JRIST ESTABLI	SHMENTS BY TYI	PE OF ESTABLISHM	ENT	
or more rental units 1968 53% 83 43 20 n/a	ge Total Occupanc	X	Year	(LLB)	(Not LLB)	Motel	Lodge	Cottage	Cabin	Other
1968   40%   36   37   15   1	0 or more rental	units	1968	53%	8 83 63	43	20	n/a n/a	n/a n/a	50 n/a
January 1967 1968 240 499 133 388 55% 78%		units	1968 1969	%9 <del>†</del>	36	37	15	1 n/a	71 n/a	56 25
1967 1968 240 499 133 388 55% 78%									nuar	
240 499 133 388 sample 55% 78%								1967	1968	1969
			Establish Correct 1	hments selected for responses received responses in per c	or sample and tabulated ent of selected	sample		240 133 55%	499 388 78%	507 397 78%

AVERAGE TOTAL OCCUPANCY OF ALL ONTARIO TOURIST ESTABLISHMENTS

BY TYPE OF ESTABLISHMENT FOR JULY 1967, 1968, 1969 - IN PER CENT

TABLE IV

68%	Establishments		(תדה סטיי)	Motel	Lodge	Cottage	Cabin	Other
70%		800	54	7.5	56	7.4	52	56
		62	47	73	70	84	09	68
%29		499	58	71	58	77	62	62
	AVERAGI	AVERAGE TOTAL OCCUPANCY OF ALL ONTARIO TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT, JULY 1968, 1969	F ALL ONTARIO TO	OURIST ESTABLI	ISHMENTS BY TYFIN PER CENT, JU	YPE OF ESTABLISHM JULY 1968, 1969	ENT	
Occupancy	Year	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Mote1	Lodge	Cottage	Cabin	Other
30 or more rental units	1968	65%	56	84	81	76	100	100
29 or less rental units	1968	60% 57%	40	7.7	65	78	59	63 66
	1969	%09	40	69	57	7.7	09	62
							J u 1 v	
						1967	1968	1969
	Establ:	Establishments selected for sampl	or sample			943	902	881
	Correct	Correct responses received and tabulated	d and tabulated			685	699	672
	Correct	Correct responses in per cent	cent of selected	sample		73%	74%	76%

AVERAGE TOTAL OCCUPANCY

of

TOURIST ESTABLISHMENTS

BY TYPE OF ESTABLISHMENT

## ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE

- a) 30 or More Rental Units
- b) 29 or Less Rental Units

IN PER CENT

DISTRICTS 1 - 10

TABLE V	Other	28 n/a
rn)	Cabin	n/a n/a
Erie, Mid-Weste	Cottage	n/a n/a
YPE OF ESTABLI arnia, Central	Lodge	n/a n/a
ISHMENTS BY I	Motel	48 38
F TOURIST ESTABLI	Hotel (Not LLB)	17
AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT JANUARY 1968, 1969 - DISTRICT I (Essex-Kent, Lambton-Sarnia, Central Erie, Mid-Western)	Hotel Motor Hotel (LLB)	51 60
AVERAG JANUAR	Total All Types of Establishments	49%

Year

1968

Other	n/a n/a	28 n/a
Cabin	n/a n/a	n/a n/a
Cottage	n/a n/a	n/a n/a
Lodge	n/a n/a	n/a n/a
Motel	58	<b>44</b>
Hotel (Not LLB)	n/a n/a	17
Hotel Motor Hotel (LLB)	50%	51% 61%
Year	1968	1968
Average Total Occupancy	a) 30 or more rental units	b) 29 or less rental units

JANUARY 1968, 1969 - DISTRICT I (Essex-Kent, Lambton-Sarnia, Central Erie, Mid-Western) AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT

		AVERAGE JULY 1	AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT JULY 1967, 1968, 1969 -DISTRICT I (Essex-Kent, Lambton-Sarnia, Central Erie, Mid-Wester	TOURIST ESTABLI	STABLISHMENTS BY TYPE OF EST (Essex-Kent, Lambton-Sarnia,	YPE OF ESTABLI on-Sarnia, Cen	BLISHMENT - IN PER CENT Central Erie, Mid-Western	CENT estern)	TABLE VI
Vear	Total All Types of Establishments	of	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Mote1	Lodge	Cottage	Cabin	Other
1967 1968 1969	64% 68% 69%		61 61 64	46 60 44	73 76 72	34 31 52	69 82 90	28 58 51	45 43 61
		AVER JULY 1968,		GE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BACCORDING TO NUMBER OF RENTAL UNITS AVAILABL 1969 - DISTRICT I (Essex-Kent, Lambton-Sarnia,	TOURIST ESTABLISHMENTS BY OF RENTAL UNITS AVAILABLE SEX-Kent, Lambton-Sarnia,	S BY TYPE OF ESTA ABLE - IN PER CEN ia, Central Erie,	OF ESTABLISHMENT PER CENT 1 Erie, Mid-Western)		
Average Total Occupancy	cupancy	Year	Hotel Motor Hotel (LLB)	Hote1 (Not LLB)	Motel	Lodge	Cottage	Cabin	Other
a) 30 or more rental units	rental units	1968	62% 62%	n/a n/a	86	n/a n/a	81 n/a	n/a n/a	n/a n/a
b) 29 or less rental units	ental units	1968	56% 70%	60	71 69	31 52	83	58	43

Total		AVERAG	AVERAGE TOTAL OCCUPANCY OF TOURI	NCY OF TOURIST ESTABLISHMENTS BY TYPE JANUARY 1968, 1969 - DISTRICT 2 (Grey	ISHMENTS BY T	TYPE OF ESTABLISHMENT (Grey - Bruce)	SHMENT - IN PER	CENT	TABLE VII
AVERACE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT  ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT  JANUARY 1968, 1969 - DISTRICT 2 (Grey-Bruce)  Hotel  Motor Hotel  Hotel  Wear  (LLB)  Year  1968  237%  449  1969  177%  48  49  49  74  74  74  74  74  74  74  74	Total All Type Establish	1 es of nments	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Mote1	Lodge	Cottage	Cabin	
AVERACE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT  ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT  JANUARY 1968, 1969 - DISTRICT 2 (Grey-Bruce)  Hotel  Motor Hotel  Motor Hotel  Wotor LLB)  1968  37%  74  98  34  n/a  n/a  n/a  n/a  n/a  n/a  n/a  n/	47% 46%		27	58	55 55	34	n/a n/a	71 n/a	
Motor Hotel         Hotel         Hotel         Hotel         Hotel         Cabin           1968         37%         74         98         34         n/a         n/a           1969         37%         74         98         34         n/a         n/a           1969         37%         61         44         n/a         n/a         n/a           1968         23%         48         49         29         n/a         n/a           1969         17%         62         54         n/a         n/a         n/a			AVERAGE TOTAL OCCU ACCORDING TO JANUAR Hotel	PANCY OF TOURIST NUMBER OF RENTA Y 1968, 1969 - D	ESTABLISHMEN L UNITS AVAII ISTRICT 2 (Gr	VTS BY TYPE OF LABLE - IN PER :ey-Bruce)	ESTABLISHMENT CENT		
1968     37%     74     98     34     n/a     n/a       1969     37%     56     61     44     n/a     n/a     n/a       1968     23%     48     49     29     n/a     71       1969     17%     62     54     n/a     n/a     n/a	cupancy	Year	Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	0¢]
1968 <b>2</b> 3% 48 49 29 n/a 71 1969 17% 62 54 n/a n/a n/a	rental units		37% 37%	74	98	34	n/a n/a	n/a n/a	<b>4</b> 4
	rental units		<b>2</b> 3% 17%	48	49 54	29 n/a	n/a n/a	71 n/a	다. -

IN PER CENT	
PER	
N	
ABLISHMENT	(6)
EST/	Bru
OF	ev=
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I I	7 2
B	ST C
ACCITEANCY OF TOTTEST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PE	TIVE 1067 1068 1969-DISTRICT 2 (Grev-Bruce)
E.S.	10
TOITRI	1067
T.	1 2
VONVOITO	COCOL ALVO I
F	IOIAL
1000 1 A BOB 110 A 411	AVERAGE

TABLE VIII	Other	17 74 n/a		
CENT	Cabin	74 95 86		
SHMENT - IN PER CENT	Cottage	69 87 78	ESTABLISHMENT CENT	
ABLISHMENTS BY TYPE OF ESTABLI 1969-DISTRICT 2 (Grey-Bruce)	Lodge	66 71 69	TOURIST ESTABLISHMENTS BY TYPE OF ESTA- OF RENTAL UNITS AVAILABLE - IN PER CENT 969 - DISTRICT 2 (Grey-Bruce)	
SHMENTS BY	Mote1	67 83 87	ESTABLISHME L UNITS AVAI STRICT 2 (Gr	
Y OF TOURIST ESTABLIJULY 1967, 1968, 196	Hotel (Not LLB)	59 41 48	OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYGE TO NUMBER OF RENTAL UNITS AVAILABLE - JULY 1968, 1969 - DISTRICT 2 (Grey-Bruce	,
AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - JULY 1967, 1968, 1969-DISTRICT 2 (Grey-Bruce)	Hotel Motor Hotel (LLB)	36 40 5 <b>2</b>	AL	Hotel
AVERAG	Total All Types of Establishments	62% 75% 74%		
	Year	1967 1968 1969		

Year nits 1968 nits 1969 nits 1968			Hotel						
nits 1968 35% 50 n/a 99 n/a		\$	Motor Hotel	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Other
1968     55%     26     83     65     87     95       1969     45%     15     88     n/a     78     86	Average Total Occupancy a) 30 or more rental units	1968 1969	35%	50	n/a 81	66	n/a n/a	n/a n/a	n/a n/a
	29 or less rental units	1968	55% 45%	26 15	88 89	65 n/a	87	98	74 n/a

TABLE IX	Other	n/a 0		Other	n/a n/a	n/a 0
CENT	Cabin	n/a n/a		Cabin	n/a n/a	n/a n/a
HMENT - IN PER CENT	Cottage	n/a n/a	ESTABLISHMENT CENT	Cottage	n/a n/a	n/a n/a
PE OF ESTABLISHMENT ara - Iroquoia)	Lodge	1 n/a	TYPE OF IN PER	Lodge	n/a n/a	1 n/a
ESTABLISHMENTS BY TYPE OF 9 - DISTRICT 3 (Niagara -	Mote1	27	URIST ESTABLISHMENTS B' RENTAL UNITS AVAILABLE - DISTRICT 3 (Niagara	Mote1	30	25
	Hotel (Not LLB)	n/a 84	101.01	Hotel (Not LLB)	n/a n/a	n/a 84
AVERAGE TOTAL OCCUPANCY OF TOURIST  JANUARY 1968, 196	Hotel Motor Hotel (LLB)	40	AVERAGE TOTAL OCCUPANCY OF TO ACCORDING TO NUMBER OF JANUARY 1968, 1969	Hotel Motor Hotel (LLB)	40% 3 <b>2</b> %	40%
AV ERAGE	o f			Year	1968	1968
	Total All types of Establishments	34%		Average Total Occupancy	30 or more rental units	29 or less rental units
	Y 69 21	1968 1969		Average T	a) 30 or	b) 29 or

TABLE X	Other 66 100 79		Other	100 n/a	n/a 69
PER CENT	Cabin 52 59 69		Cabin	n/a n/a	69
I - IN	Cottage 85 79 96	ESTABLISHMENT CENT	Cottage	n/a n/a	96
TYPE OF ESTABLISHMENT 3 (Niagara-Iroquoia)	Lodge 52 62 75	NTS BY TYPE OF LABLE - IN PER ra-Iroquoia)	Lodge	n/a n/a	75
BY	Motel 69 70 59	TOURIST ESTABLISHMENTS BY TYPE  F RENTAL UNITS AVAILABLE - IN  DISTRICT 3 (Niagara-Iroquoia	Motel	81	63 54
EST.	Hotel (Not LLB) n/a n/a n/a	CH (1)	Hotel (Not LLB)	n/a n/a	n/a n/a
AVERAGE TOTAL OCCUPANCY OF TOURIST	Hotel Motor Hotel (LLB)  72 64 56	AVERAGE TOTAL OCCUPANCY OF ACCORDING TO NUMBER JULY 1968, 1969	Hotel Motor Hotel (LLB)	%09 %09	50%
AVERAGE	of ents		Year	1968	1968
	Total All Types of Establishments 69% 67% 59%		Total Occupancy		29 or less rental units
	Year 1967 1968 1969		4	a) 30 (a	b) 29 (

TABLE XI	Other	2 00		Other	n/a n/a	0, ω
CENT	Cabin	n/a n/a		Cabin	n/a n/a	n/a n/a
Pine Ridge)	Cottage	n/a n/a	TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT OF RENTAL UNITS AVAILABLE - IN PER CENT	Cottage	n/a n/a	n/a n/a
YPE OF ESTABL	Lodge	0 n/a	TS BY TYPE OF I LABLE - IN PER tan, Great Pine	Lodge	n/a n/a	n/a
ISHMENTS BY TYPE 4 (Metropolitan,	Motel	54	TOURIST ESTABLISHMENTS BY OF RENTAL UNITS AVAILABLE SISTRICT 4 (Metropolitan, G	Motel	n/a 59	54 43
F TOURIST ESTABLI	Hotel (Not LLB)	<b>8</b> 8		Hotel (Not LLB)	88 88	21 39
AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT JANUARY 1968, 1969 - DISTRICT 4 (Metropolitan, Great Pine Ridge	Hotel Motor Hotel (LLB)	62 70	AVERAGE TOTAL OCCUPANCY OF ACCORDING TO NUMBER JANUARY 1968, 1969 - 1	Hotel Motor Hotel (LLB)	6 <b>2</b> % 7 <b>1</b> %	60%
AVERAG	of			Year	1968	1968
	Tota1 A11 Types of Establishments	%89		Average Total Occupancy	30 or more rental units	29 or less rental units
	Year	1968		Average	a) 30	b) 29

		AVERAG	AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - JULY 1967, 1968, 1969-DISTRICT 4 (Metropolitan, Great Pine Ridge	OF TOURIST ESTABLISH 1968, 1969-DISTRICT	CCT 4 (Metropolitan,	YPE OF ESTABLI	le III	PER CENT	TABLE XII
Year	Total All Types of Establishments	of	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Mote1	Lodge	Cottage	Cabin	Other
1967 1968 1969	7.5% 6.8% 6.8%		75 67 65	58 64 80	70 6 <b>2</b> 84	n/a 62 53	100 91 94	55 65 59	12 33 29
			AVERAGE TOTAL OCCUPANCY OF ACCORDING TO NUMBER JULY 1968, 1969 - DIS		DURIST ESTABLISHMENTS B RENTAL UNITS AVAILABLE ICT 4 (Metropolitan, Gr	S BY TYPE OF BLE - IN PER Great Pine	RIGGE)		
Average Tota	Total Occupancy	Year	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Other
a) 30 or mo	a) 30 or more rental units	1968	68%	71 93	93	27 n/a	n/a n/a	n/a n/a	n/a n/a
b) 29 or le	29 or less rental units	1968	55%	54 32	59	100	91	59	33 29

TABLE XIII	Cabin Other	n/a 49 n/a 5		Cabin Other	n/a n/a n/a n/a	n/a 49 n/a 5	
MENT - IN PER CENT koka)	Cottage Ca	n/a n n/a	TABLISHMENT INT Oka)	Cottage	n/a . n/a	n/a n/a	
TARE SIMCOE, Muskoka	Lodge	20	MENTS BY TYPE OF ESTABI AILABLE - IN PER CENT - Lake Simcoe, Muskoka)	Lodge	16 n/a	24	
SHMENTS BY T	Mote1	75 78 78	F TOURIST ESTABLISHMENTS BY TOF RENTAL UNITS AVAILABLE - ISTRICT 5 (Huronia - Lake Sim	Mote1	n/a n/a	<b>42</b>	
TOURIST ESTABLISHMENTS B'	Hotel (Not LLB)	43	SUPANCY OF TOURIST TO NUMBER OF RENTAL 1969 - DISTRICT 5	Hotel (Not LLB)	33	48	
AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT JANUARY 1968, 1969 - DISTRICT 5 (Huronia - Lake Simcoe, Muskoka	Hotel Motor Hotel (LLB)	44 5 <b>2</b>	AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT JANUARY 1968, 1969 - DISTRICT 5 (Huronia - Lake Simcoe, Muskoka)	Hotel Motor Hotel (LLB)	%05 20%	40%	
AVERAGE	of			Year	1968	1968	
	Total All Types of Establishments	39%		Total Occupancy	30 or more rental units	29 or less rental units	
	Year	1968		Average	a) 30	b) 29	

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT JANUARY 1968, 1969 - DISTRICT 6 (Kawartha Lakes, Highlands of Haliburton)

TABLE XV

Other	31 n/a		Other	n/a n/a	31 n/a
Cabin	n/a n/a		Cabin	n/a n/a	n/a n/a
Cottage	n/a n/a	ESTABLISHMENT CENT of Haliburton)	Cottage	n/a n/a	n/a n/a
Lodge	m∞	TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT )F RENTAL UNITS AVAILABLE - IN PER CENT (ICT 6 (Kawartha Lakes, Highlands of Haliburton)	Lodge	n/a 5	3 10
Motel	39	TOURIST ESTABLISHMENTS BY OF RENTAL UNITS AVAILABLE RICT 6 (Kawartha Lakes, H	Mote1	n/a n/a	35
Hotel (Not LLB)	34	1 1 1 1 1 2 1	Hote1 (Not LLB)	n/a n/a	34
Hotel Motor Hotel (LLB)	41 50	AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT JANUARY 1968, 1969 - DISTRICT 6 (Kawartha Lakes, Highlands of Haliburton)	Hotel Motor Hotel (LLB)	%09 %5%	35%
of ints			Year	1968	1968
Total All Types of Establishments	36%		Average Total Occupancy	30 or more rental units	b) 29 or less rental units
Year	1968 1969		Average To	a) 30 or	b) 29 or

Total		Hotel						
All Types of Establishments	s of ments	Motor Hotel (LLB)	Hotel (Not LLB)	Mote1	Lodge	Cottage	Cabin	Other
%69%		73	29	67	67	75	94	6
78%		63	42	99	72	00	69	51
70%		61	55	49	54	84	35	n/a
,		Hotel Motor Hotel	Hotel	,				,
Average Total Occupancy	Year	(LLB)	(Not LLB)	Motel	Lodge	Cottage	Cabin	Other
or more rental units		27%	n/a	n/a	92	n/a	n/a	n/a
	1969	72%	n/a	n/a	50	n/a	n/a	n/a
or less rental units		71%	42	99	59	& &	69	51
	1969	%47%	5.5	64	000	700	ر بر	n/2

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT TABLE XVII JANUARY 1968, 1969 - DISTRICT 7 (Bay of Quinte, Hastings, Rideau Lakes - 1000 Islands, Seaway Valley)

Other	n/a n/a	7)	Other	n/a n/a	n/a
Cabin	n/a n/a	VT Seaway Valley)	Cabin	n/a n/a	n/a
Cottage	n/a n/a	BLISHMEN	Cottage	n/a n/a	n/a
Lodge	n/a n/a	OF RENTAL UNITS AVAILABLE - IN PER CENT Quinte, Hastings, Rideau Lakes - 1000 I	Lodge	n/a n/a	n/a
Mote1	336	L UNITS AVAII Hastings, Ric	Mote1	22 11	43
Hotel (Not LLB)	52 35		Hotel (Not LLB)	n/a 36	52.5
Hotel Motor Hotel (LLB)	45	AVERAGE TOTAL OCCUPANCY OF ACCORDING TO NUMBER ( 1969 - DISTRICT 7 (Bay of	Hotel Motor Hotel (LLB)	44%	48%
of nents		JANUARY 1968,	Year	1968	1968
Total All Types of Establishments	41% 34%	JANUA	1 Occupancy	30 or more rental units	29 or less rental units
Year	1968		Average Total Occupancy	a) 30 or mo	b) 29 or lea

AVEKAGE TUTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT TABLE XVIII JULY 1967, 1968, 1969 - DISTRICT 7 (Bay of Quinte, Hastings, Rideau Lakes - 1000 Islands, Seaway Valley)

Cabin Other	55 79	76 100	
Cottage		7	
Lodge	43	61	68
Motel	74	71	79
Hotel (Not LLB)	50	37	51
Hotel Motor Hotel (LLB)	73	63	68
Total All Types of Establishments	%89	73%	7.4%
Year	1967	1968	1969

JULY 1968, 1969 - DISTRICT 7 (Bay of Quinte, Hastings, Rideau Lakes - 1000 Islands, Seaway Valley) AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT

63% n/a 80 73% 54 77 62% 37 69 49% 29 79	Average Total Occupancy	Year	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Mote1	Lodge	Cottage	Cabin	Other
1968 62% 37 69 61 1969 49% 29 79 60	) 30 or more rental units	1968	63%	n/a 54	80	n/a n/a	n/a n/a	n/a 88	n/a n/a
	) 29 or less rental units	1968	%6 <b>7</b> %	37	69	61	88 88	76 35	100

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT JANUARY 1968, 1969 - DISTRICT 8 (Lower Ottawa Valley, Upper Ottawa Valley, Madawaska Valley)

TABLE XIX

Motor Hotel (LLB)
09 94

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT JANUARY 1968, 1969 - DISTRICT 8 (Lower Ottawa Valley, Upper Ottawa Valley, Madawaska Valley)

		Hote1						
Average Total Occupancy	Year	Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Other
a) 30 or more rental units	1968	63%	76	45	n/a	n/a	n/a	50
	1969	7.4	59	47	n/a	n/a	n/a	n/a
b) 29 or less rental units	1968	%77	n/a	52	n/a	0	n/a	87
	1969	43%	n/a	51	n/a	n/a	n/a	n/a

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT JULY 1967, 1968, 1969 - DISTRICT 8 (Lower Ottawa Valley, Upper Ottawa Valley, Madawaska Valley)

TABLE XX

1967 70%	~° ~° ~°	65 58 65 8 AVERAGE TOTAL OCCUPANCY OF		78 72 72 ESTABLISHMENTS BY L UNITS AVAILABLE Valley, Upper Ott	15 78 80 66 81 72 92 81 76 11 72 65 76 76 76 76 76 76 76 76 76 76 76 76 76	66 5. 81 76 6 CENT Madawaska Valley	57 56 67 Valley)	79 61 56
1968 67% 1969 69%		AVERAGE TOTAL OCCU		ESTABLISHMEN' L UNITS AVAIL Valley, Uppe	TS BY TYPE OF ABLE - IN PER r Ottawa Valle	ESTABLISHMENT CENT y, Madawaska	Valley)	
	JULY 1968,	JULY 1968, 1969 - DISTRICT 8 (Lower						
	\$	Hotel Motor Hotel	Hotel (Not 1.1.8)	A to	o Do	Cotta	Cabin	Other
30 or more rental units		29%	1 (1)	80	n/a n/a	n/a n/a	n/a n/a	n/a 8
29 or less rental units	ts 1968 1969	52% 49%	n/a n/a	77 70	92	81 76	56	61 80

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT JANUARY 1968, 1969 - DISTRICT 9 (Parry Sound, Algonquin Park, Nipissing, Sudbury, Manitoulin, Algoma, Golden Route-101, Timiskaming, James Bay Frontier)

TABLE XXI

Cabin Other	n/a n/a n/a 0
	100 n/a
Lodge	n/a 14
Motel	27
Hotel (Not LLB)	48
Hotel Motor Hotel (LLB)	41
Total All Types of Establishments	38%
Year	1968 1969

		Algoma,	
SHMENT		Manitoulin,	
F ESTABLI	R CENT	Sudbury,	ier)
TAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT	ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT	STRICT 9 (Parry Sound, Algonquin Park, Nipissing, Sudbury, Manitoulin, Algoma,	Golden Route-101, Timiskaming, James Bay Frontier)
AVERAGE TOTAL OCC	ACCO	JANUARY 1968, 1969 - DISTRICT	

Average Total Occupancy	Year	Motor Hotel (LLB)	Hotel (Not LLB)	Mote1	Lodge	Cottage	Cabin	Other
a) 30 or more rental units	1968	49% 54%	n/a n/a	45	n/a n/a	n/a n/a	n/a n/a	n/a n/a
b) 29 or less rental units	1968 1969	34% 45%	48	15	n/a 14	100 n/a	n/a n/a	n/a 0

TABLE XXII AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT JULY 1967, 1968, 1969 - DISTRICT 9 (Parry Sound, Algonquin Park, Nipissing, Sudbury, Manitoulin, Algoma, Golden Route-101, Timiskaming, James Bay Frontier)

Other	29 n/a n/a
Cabin	80 25 73
Cottage	78 86 8 <b>2</b>
Lodge	76 79 52
Motel	77 74 72
Hotel (Not LLB)	7 57 n/a
Hotel Motor Hotel (LLB)	67 59 67
Total All Types of Establishments	73% 73% 71%
Year	1967 1968 1969

Average Total Occupancy	Year	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Other
a) 30 or more rental units	1968	70%	n/a n/a	96	n/a 44	n/a n/a	n/a n/a	n/a n/a
b) 29 or less rental units	1968	53%	57 n/a	69	79	88 80	25	n/a n/a

TABLE XXIII AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT JANUARY, 1968, 1969 - DISTRICT 10 (Upper Lake Superior, Rainy River, Lake of the Woods, Patricia)

Other	60 n/a		Other	n/a n/a	60 n/a
Cabin	n/a n/a	Patricia)	Cabin	n/a n/a	n/a n/a
Cottage	n/a n/a		Cottage	n/a n/a	n/a n/a
Lodge	n/a 6	TOURIST ESTABLISHMENT BY TYPE OF ESTABLISHMENT OF RENTAL UNITS AVAILABLE - IN PER CENT Lake Superior, Rainy River, Lake of the Woods,	Lodge	n/a n/a	n/a 6
Mote1	16	TOURIST ESTABLISHMENT BY TY OF RENTAL UNITS AVAILABLE - Lake Superior, Rainy River,	Motel	49	12
Hotel (Not LLB)	31 76		Hotel (Not LLB)	n/a n/a	31 76
Motor Hotel (LLB)	44	AVERAGE TOTAL OCCUPANCY OF ACCORDING TO NUMBER 1969 - DISTRICT 10 (Upper	Hotel Motor Hotel (LLB)	50%	32%
of		AVERA JANUARY 1968, 1969	Year	1968	1968
Total All Types of Establishments	34%	JANUAI	1 Occupancy	30 or more rental units	29 or less rental units
Year	1968 1969		Average Total Occupancy	a) 30 or mo	b) 29 or le

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT TABLE XXIV JULY 1967, 1968, 1969 - DISTRICT 10 (Upper Lake Superior, Rainy River, Lake of the Woods, Patricia)

62%	All Types of Establishments	Motor Hotel (LLB)	Hotel (Not LLB)	Mote1	Lodge	Cottage	Cabin	Other
62%		99	67	81	35	78	70	07
		99	45	80	37	99	29	70
61%		7.4	31	86	42	97	72	26
Average Total Occupancy	Year	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Other
30 or more rental units	1968	70%	n/a	800	41	n /u /	n/a	n/u
	1969	%8/	n/a 45	0 08	37	11/2	67	70
ress rental units	1060	0° %	3. (	00 00	36	94	72	56



# APPENDIX I

## SAMPLING CARD

				No	umber			
Name of Es	tablishmen	t						
Address								
Vacation Ar	ea							
T dedition 7 ii								
PLEASE IND	ICATE, MAI	N TYPE	OF EST	ABLISH	MENT C	PERATI	D:	
Hotel,	Motor Hote				Cottag	е		
Hotel	(6.6.6	.,			Cabin		[	
Motel					Camps	ite	[	
Resort-	Lodge (A.P	.)			Other		- [	
If you ha	APLETE THE  ave more the please nare  Units  Available	nan one	type of	rental eir occu	unit in	your es separat	tablishr ely:	
If you ha	Units	nan one	type of give th	rental eir occu	unit in upancy :	your es separate	tablishrely:	ment,
If you ha	Units	nan one	type of give th	rental eir occu	unit in upancy :	your es separate	tablishrely:	ment,

